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## CLAIMS

## A display apparatus, comprising:

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acontrol section for controlling display on a display screen so that portions neighboring a skeleton portion of symbol information are assigned color factor levels, wherein the symbol information is displayed in frames having a predetermined size and the color factor levels are stepwise lower than a color factor level of the skeleton portion,

wherein the control section has a skeleton portion shifting section capable of controlling shift of a center of the skeleton portion toward a center of the frame in a predetermined direction on the display screen.

2. A display apparatus according to claim 1, wherein the control section comprises:

a skeleton portion color factor level assigning section for assigning a predetermined color factor level to a subpixel corresponding to the skeleton portion of the symbol information after the skeleton portion has been shifted;

an outside color factor level assigning section for assigning at least one color factor level stepwise lower than the predetermined color factor level of the subpixel corresponding to the skeleton portion to at least one

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neighboring subpixel outside the skeleton portion; and a display control section for displaying the symbol information assigned the color factor levels on the display screen.

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- 3. A display apparatus according to claim 1, wherein a plurality of pixels are provided on the display screen, each pixel having a plurality of subpixels arranged in a predetermined direction, and the skeleton portion shifting section is capable of shifting the skeleton portion of the symbol information in a subpixel arrangement direction within the frame on a subpixel-by-subpixel basis.
- 4. A display apparatus according to claim 3, wherein the skeleton portion shifting section is capable of shifting the skeleton portion of the frame so that at least two subpixels having a color factor level lower than the color factor level of the skeleton portion are disposed inwardly from an end of the frame.

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5. A display apparatus according to claim 1, wherein the symbol information is at least one of character information, graphics information, picture character information, and sign information.

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6. A display apparatus according to claim 2, wherein the symbol information is at least one of character information, graphics information, picture character information, and sign information.

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- 7. A display apparatus according to claim 3, wherein the skeleton portion of the symbol information is defined by bitmap data.
- 8. A display apparatus according to claim 3, wherein the skeleton portion of the symbol information is defined in subpixels.
- 9. A display apparatus according to claim 3, wherein the skeleton portion shifting section is capable of shifting the skeleton portion of the symbol information in a subpixel arrangement direction within the frame by one or two pixels.
- 10. A display apparatus according to claim 3, wherein the
  20 display apparatus has a shift table storing shift information
  for defining a shift amount of the skeleton portion of the
  symbol information, and the skeleton portion shifting section
  is capable of determining the shift amount of the skeleton
  by referencing the shift table.

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- 11. A display apparatus according to claim 9, wherein the display apparatus has a shift table storing shift information for defining a shift amount of the skeleton portion of the symbol information, and the skeleton portion shifting section is capable of determining the shift amount of the skeleton by referencing the shift table.
- 12. A display apparatus according to claim 10, wherein the display apparatus has a plurality of shift tables, and the skeleton portion shifting section is capable of changing the shift amount of the skeleton by selecting and referencing at least one of the plurality of shift tables.
- 13. A display apparatus according to claim 11, wherein the display apparatus has a plurality of shift tables, and the skeleton portion shifting section is capable of changing the shift amount of the skeleton by selecting and referencing at least one of the plurality of shift tables.
- 14. A display apparatus according to claim 3, wherein the display apparatus has a recording section for storing information on a result of shifting the skeleton portion in the subpixel arrangement direction within the frame on a subpixel-by-subpixel basis.

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15. An information display method for controlling and displaying symbol information on a display screen, wherein a plurality of pixels are provided in a frame having a predetermined size on the display screen, each pixel contains a plurality of subpixels arranged in a predetermined direction, and at least one subpixel outside a skeleton portion of the symbol information is assigned a color factor level stepwise lower than a color factor level, the method comprising the steps of:

shifting the skeleton portion of the symbol information in a subpixel arrangment direction within the frame on a subpixel-by-subpixel basis; and

assigning a predetermined color factor level to a subpixel corresponding to the skeleton portion of the symbol information, and assigning at least one color factor level stepwise lower than the predetermined color factor level of the subpixel corresponding to the skeleton portion to at least one neighboring subpixel outside the skeleton portion.

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16. An information display method according to claim 15, wherein the symbol information is at least one of character information, graphics information, picture character information, and sign information.

- 17. An information display program executable in a computer, wherein an information display method according to claim 15 is described in the program.
- 18. A computer readable recording medium, wherein an information display program according to claim 17 is recorded in the medium.
- 19. An information apparatus, comprising a display apparatus10 according to claim 1.
  - 20. An information apparatus, comprising a display apparatus according to claim 2.